

Research confirms that ICE is the ,world's favourite gaming exhibition'

London (8 July) – Despite the difficulties caused by a London-wide transport strike, ICE Totally Gaming 2014 succeeded in attracting attendees from a record 156 nations, a statistic which puts the world's biggest gaming event amongst the elite of UK-hosted exhibitions. The figure, part of a comprehensive external audit commissioned by ICE, underlines the brand's status as the only truly global event at which exhibitors can engage with buyers from every conceivable gaming jurisdiction.



Reflecting on the stand out statistic, Portfolio Director Kate Chambers said: „I think these stats show that ICE is most definitely the world's favourite gaming exhibition! We worked hard on our communications campaign and once again raised the bar in terms of the resource and the investment we allocate to attracting buyers to ICE Totally Gaming. The spread of attendees in 2014 stretched from Belarus to Brazil, Cambodia to Curacao and Vietnam to Venezuela, clear and compelling evidence of the reach of our marketing which engaged directly with over 200,000 potential visitors, featured adverts in 90 print and digital media channels and also included an integrated social media campaign.“

She added: „Our task now is to develop further the undoubted

international appeal of ICE Totally Gaming and in the process deliver another vintage edition at our home in ExCeL London. Following the announcement that IMA 2015 is being postponed due to pending changes in the gaming law, we look forward to hosting large numbers of German gaming operators as we did in similar circumstances in 2013. Buoyed by the experience of 2014 the entire ICE team is focused on delivering another successful blockbuster event for all sectors of the international gaming industry.”

The audit also confirmed that ICE 2014 attracted a total of 23,506 attendees of which 56% were from outside the UK, 79% were key decision makers, and 38% were either classed as C-Level executives or Directors. Attitudinal research conducted by an independent agency at ICE showed that 88% of respondents rated their overall show visiting experience as either excellent or good with 86% classing ICE as a ,must-attend‘ event. 89% of respondents rated the quality of the 515 ICE exhibitors as being either excellent or good.

ICE 2015 will be returning to ExCel from 3-5th February. Visit the website at www.icetotallygaming.com for all the latest information and updates. To download a copy of ICE 2014 statistical review visit www.icetotallygaming.com/review.